

REMARKS/ARGUMENTS

Favorable reconsideration of this application, as presently amended and in light of the following discussion, is respectfully requested.

Claims 1, 4, and 6-22 are presently active; Claims 1, 8-22 have been amended by the present amendment.

In the Office Action, Claims 1, 4, 8-10, and 15-18 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Pat. No. 5,579,055 to Hamilton et al. in view of U.S. Pat. No. 6,147,714 to Terasawa et al. (U.S. Pat. No. 6,665,873) to Van Getzel et al., U.S. Pat. No. 5,940,073) to Klosterman et al. (hereinafter Klosterman '073) and U.S. Pat. No. 5,550,576) to Klosterman (hereinafter Klosterman '576). Claims 6 and 7 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Hamilton et al., Terasawa et al., Van Getzel et al., Klosterman '073, and Klosterman '576 in view of U.S. Pat. No. 5,559,548 to Davis et al. Claims 11-14 and 19-22 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Davis et al. in view of Terasawa et al. and Klosterman '073.

Claim 1 defines EPG data is added such that the display format is altered according to the predetermined information *to show a preference to provider tags of first and second broadcasting stations over other provider tags of a plurality of broadcasting stations by displaying the provider tags of the first and second broadcasting stations on upper rows of the display.* This feature is illustrated in Applicants' figure 8.

Applicants respectfully submit that this feature is not disclosed or suggested in the applied references. Klosterman '073 applied for its teaching of showing in Figure 4a a preference to NBC does not show a promotion of multiple broadcast stations in upper rows of the display screen, as presently claimed. Rather, only one broadcasting station is emphasized. Figure 4a is reproduced below:

S T A R S I G H T						
OCT 30	WED	THU	FRI	SAT	SUN	MON TUE
	8:00P				8:30P	
NBC	Tonight on DATELINE					
	Profanity in the classroom?					
KGO	Beverly Hills 90210					
SHOW	Jury Duty					
HBO	Mask of Death					
DISN	Wolves of Willoughby Chase					
ESPN	Baseball					
FAM	The Waltons			Highway to Heaven		
KRON	Dateline					
KPIX	Ellen			Drew Carey		
8:05P						

FIG. 4(a)

With Klosterman '073 not showing the clarified feature, it is respectfully submitted that the independent Claims 1 and 8-22, and the claims dependent therefrom, patentably define over the references of record.

This amendment is submitted in accordance with 37 C.F.R. §1.116 which after final rejection permits entering of amendments canceling claims, complying with any requirement of form expressly set forth in a previous Office Action, presenting rejected claims in better form for consideration on appeal, or presenting amendments touching on the merits upon a showing of good and sufficient reasons why the amendment is necessary and was not presented earlier. The present amendment makes minor clarifying changes to the attributes of the defined preference. No new matter has been added, and this amendment does not raise new issues requiring further consideration and/or search. It is therefore respectfully requested that the present amendment be entered under 37 C.F.R. §1.116.


Consequently, in view of the present amendment and in light of the above discussions, the outstanding grounds for rejection are believed to have been overcome. The application as amended herewith is believed to be in condition for formal allowance. An early and favorable action to that effect is respectfully requested.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,
MAIER & NEUSTADT, P.C.

Customer Number
22850

Tel: (703) 413-3000
Fax: (703) 413-2220
(OSMMN 06/04)


Bradley D. Lytle
Attorney of Record
Registration No. 40,073

Ronald A. Rudder, Ph.D.
Registration No. 45,618